

# AIRPORT DIRECTOR'S REPORT

April 2011



## A AIRPORT OPERATIONS

- Passenger Count
- Aircraft Operations
- Air Freight

The passenger count for March, 60,405 was down 0.3% compared with March 2010. The total passenger count year-to-date, 162,622 was up 0.7% compared to the same period last year.

## B PROGRAMS

### 1. Air Service

InterVISTAS Consulting presented a Market Share Analysis Report to staff last month. A similar leakage/diversion study was performed 4 years ago and many air service changes have occurred in the southern California market since then. SBA's primary catchment area of Santa Barbara county consistently generates approximately 75% of the Airport's passengers. Domestically and internationally, greater Los Angeles accounts for the second largest share of SBA traffic (15% and 12% respectively). The secondary catchment area of Ventura County continues to represent a significant opportunity for SBA given its 3 million annual passengers.

Staff Contact: Terri Gibson, 692-6004

### 2. Communications Program

#### a. Airline Terminal Project Public Outreach

- Comprehensive information and photos on FlySBA.com
- On-site guided construction tours
- Presentations and information to local organizations
- Project sign boards and flyers at the Terminal
- Video updates: Channel 18, boarding gates and online
- CASA Magazine feature – week of April 11
- Montecito Magazine feature – spring/summer issue

#### b. Promotional Items This Month

MTD busboards, Santa Barbara Magazine, Pacific Coast Business Times ads for App, UCSB Athletics sponsorship, Granada Theatre playbills, SB Symphony programs, and *Noozhawk* online news ads to promote SBA commercial airline service.

### **c. Airline Terminal Comment Card Program**

35 cards were collected from the boarding gate areas and main lobby in March. There were a variety of comments ranging from suggestions for flight curfews to staffing the gift shop during employee breaks.

### **d. FlySBA.com Website**

There were 37,116 visitors and 898,271 hits in March. The top downloads were the Airport Information Guide, Parking Lot 2 Map, and the Solar RFQ. Italy, Sweden, China, and the Ukraine were the top world countries where visits to the site originated.

Staff Contact: Terri Gibson, 692-6004

## **3. Master Plan RFQ**

Three of the seven companies submitting Statements of Qualification were interviewed by the selection committee. Reference checks for Coffman & Associates, HNTB and Mead Hunt are being made and a final selection is expected by mid-April.

Estimated Cost \$750,000  
Funding: FAA Airport Improvement Planning Grant

Staff Contact: Hazel Johns, 692-6003

## **4. Property Management**

### **a. Rent-A-Car RFP**

As a result of the competitive Request for Proposal process, there will be seven rental car companies operating in the new Airline Terminal when it opens. The successful rental car companies include Hertz, Hertz Advantage, Budget, Avis, National, Enterprise, and Alamo. Tenant improvements in the new rental car space of the new Terminal will begin on May 1, 2011.

### **b. Airline Rates and Charges**

A meeting with the airlines to review and discuss the airline agreement and final rates and charges is scheduled for late April.

Staff Contact: Hazel Johns, 692-6003

## **5. Airline Terminal Public Arts Program**

Planned completion date: Winter 2012

The proposed artwork commissioned by the Pierre Claeysens Veterans' Museum and Library Foundation will consist of five to seven glass "flag" panels as a tribute to the role of the Marine Corps Air Station Santa Barbara during World War II. Artist Douglas Lochner has been selected to develop several concepts for the Selection Committee to review.

Approx. \$200,000  
(Funded by the Pierre Claeysens Veterans' Museum & Library)

Staff Contact : Karen Ramsdell, 692-6002

## **6. Airline Terminal Grand Opening Events**

Planned completion date: Spring 2011 upon completion of the new terminal building

Theme : "The Art of Travel"

Four events during the Grand Opening week:

- Wednesday, June 15 - Accessible Event  
Free - Tour for community members who are interested in the accessibility features of the new terminal. Light refreshments, event keepsake.
- Thursday, June 16, 2011 - Employee Celebration Event  
Free - Event for Airport and airline employees will include a barbeque lunch, music, tours, activities, and an event keepsake.
- Friday, June 17, 2011 - Gala  
\$125.00 per person - Celebration event with food, entertainment, exhibits, tours, and event keepsake. A portion of the event charge will go towards the Terminal Public Arts Program. This event is funded solely by sponsorships and ticket sales.
- Sunday, June 19, 2011 - Public Open House  
Free - Dedication ceremony, tours for community members, exhibits, event keepsake.

Save The Date postcards have been mailed and with invitations to follow.

Staff Contact: Karen Ramsdell, 692-6002

## **C CAPITAL PROJECTS**

### **1. Airport Terminal Improvement project**

Planned Completion Date: 2012

The Terminal Project contractor, EMMA Corporation, commenced construction on November 2, 2009. Significant progress on the terminal can be seen on a daily basis.

The exterior of the building has finish coat of plaster applied. The exterior trellis and shuttle stops are being constructed. The grading of the entrance roads and sidewalks is complete, with paving and concrete expected in April. On the ramp side of the building all of the new ramp concrete has been placed.

The roof is complete, including the photovoltaic system. Permanent power has been brought to the site and is being established in the building one panel at a time.

The inside of the building is just as impressive. The first floor drywall is complete and finish painting is almost complete. Second floor drywall is almost complete with prime paint occurring now. Ceramic tile is complete in the first floor and has commenced in the second floor.

Staff Contact: Leif Reynolds, 692-6020

\$60 Million (14.1M AIP Grant, 5.8M PFCs, 34.5M Bond Funds, 1.0M Airport Funds)

## **D COUNCIL / AIRPORT COMMISSION ACTIONS**

Council approved the following recommendations in March:

- 1) Accept and authorize the Airport Director to execute, on behalf of the City, a Federal Aviation Administration Airport Improvement Program Grant offer in an amount not to exceed \$2,800,000 to be distributed in two or three phases for the Airport Terminal Improvement Project and the preparation of an Airport Master Plan.
- 2) Authorize the Airport Director to execute a Professional Services contract, subject to approval as to form by the City Attorney, with Penfield & Smith for services for the Orthophoto, Topographic, Utility Mapping and Boundary Survey Project in the amount of \$146,579, and authorize the Airport Director to approve expenditures of up to \$15,000 for extra services of Penfield & Smith that may result from necessary changes in the scope of work.

- 3) A. Authorize the Airport Director to execute, subject to approval as to form by the City Attorney, an amendment to Concession Agreement No. 23,445 with First Class Concessions, Inc., a California Corporation, amending Article 3 "Obligation to Construct and Operate Leasehold Improvements" providing for reimbursement to First Class Concessions, Inc., for permanent affixed Leasehold Improvements for a not to exceed amount of \$450,000; and  
B. Introduce and subsequently adopt, by reading of title only, An Ordinance of the Council of the City of Santa Barbara Approving an Amendment of Concession Agreement No. 23,445, Dated June 22, 2010, Between the City of Santa Barbara and First Class Concessions, Inc., for Operation of the Food and Beverage Concession at the Airport.
- 4) Authorize the transfer of \$1,497,368 from Airport Operating Fund reserves to the Airport Capital Fund to replenish funds used in advance of receiving Passenger Facility Charges for terminal design costs.